WHAT’S YOUR FRAGRANCE PERSONALITY?

MARY KAY

Do you …

1. Like things that are elegant and refined?
2. Radiate unwavering confidence?
3. Set goals and seek challenges for yourself?

If you answered “yes” to 2 out of 3 questions, …

To help your customer find out her fragrance personality, follow these quick, easy steps.

1. Lay out each fragrance personality card with the question side facing up.
2. Have your customer answer “yes” or “no” to each question.
3. The card with the most “yes” answers is her fragrance personality.
4. Share the lifestyle, fashion and fragrance suggestions, and encourage her to buy one of the Mary Kay® fragrances that matches her personality.

Don’t worry if there is a tie. Many people may have more than one fragrance personality. This just means you have twice as many scents to offer them!

SOPHISTICATED AND CONFIDENT

Your fragrance personality is sophisticated and confident!

You’re a worldly woman with cultured taste, and you have the wardrobe and makeup to match. Your little black dresses are anything but basic, and you always add a little flair with scintillating statement pieces to match your sparkling personality. Your timeless go-to look consists of a subdued lip with smoky eye shadow and intense eyeliner.

Suggested Fragrances
Forever Diamonds™ Eau de Parfum
Cityscape™ Eau de Parfum
Belara® Eau de Parfum

More Products You’ll Love
Mary Kay® Gel Eyeliner With Expandable Brush Applicator in Jet Black
Mary Kay® Mineral Eye Color in Sweet Plum and Coal
NouriShine Plus® Lip Gloss in Café au Lait
Do you …

1. Enjoy a little mystery?
2. Like to accentuate your best features?
3. Attract men like a magnet?

If you answered “yes” to 2 out of 3 questions, …

PASSIONATE AND SENSUAL

Your fragrance personality is passionate and sensual!

Your feminine allure is absolutely irresistible. You exude a soulful sensuality that effortlessly draws people in and captures their immediate attention. Your closet is filled with chic clothing that accentuates your feminine physique. Smoky eyes are your go-to look for a night out, and you’re not afraid to pair that smoldering look with a red-hot lip.

Suggested Fragrances
Belara Midnight® Eau de Parfum

More Products You’ll Love
Mary Kay® Mineral Eye Color in Coal, Sterling and Crystalline
True Dimensions® Lipstick in Firecracker
Mary Kay® Ultimate Mascara™ in Black

ROMANTIC AND THOUGHTFUL

Do you …

1. Shower your loved ones with affection?
2. Like to commemorate treasured memories?
3. Consider yourself a hopeless romantic?

If you answered “yes” to 2 out of 3 questions, …

Your fragrance personality is romantic and thoughtful!

You love spending romantic nights with the man you love and making memories with your best friends. Either way, it’s all about love. Wearing flowing fabrics with floral accents and delicate accessories is your trademark. You’re no stranger to adorning your smiling lips with a pink lipstick, adding a dreamy flush to your cheeks and applying a wash of color to your pretty peepers.

Suggested Fragrances
Thinking of Love® Eau de Parfum
Thinking of You® Eau de Parfum
Bella Belara® Eau de Parfum

More Products You’ll Love
True Dimensions® Lipstick in Pink Chérie
Mary Kay® Mineral Cheek Color in Strawberry Cream
Mary Kay® Mineral Eye Color in Spun Silk, Crystalline and Sweet Plum
Does he ... 

1. Charm everyone he meets? 
2. Enjoy the finer things in life? 
3. Feel comfortable in his own skin? 

If you answered “yes” to 2 out of 3 questions, ... 

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His fragrance personality is sophisticated and confident! 

No one is immune to his inescapable charisma. He captivates everyone he meets with his refined demeanor and unwavering affection. The sharp, tailored suits he wears convey his sophisticated sense of style, and they amplify his undeniably masculine allure.

Suggested Fragrances: 
Cityscape™ Cologne Spray 
MK High Intensity™ Cologne Spray 
Tribute® for Men Spray Cologne 
More Products He’ll Love 
MKMen® Shave Foam 
MKMen® Cooling After-Shave Gel 

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Does he ... 

1. Confidently embrace his uniqueness? 
2. Prefer having casual nights at home to going out? 
3. Have a classic, effortless sense of style? 

If you answered “yes” to 2 out of 3 questions, ... 

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His fragrance personality is casual and thoughtful! 

He’s a classic, confident man who enjoys the comforts of home and spending time with the ones he loves. He has a one-of-a-kind personality that leaves a lasting impression. Timeless yet comfortable clothes, such as boot-cut jeans and plaid button-downs, are his everyday apparel; and he wears them with a confidence that is positively magnetic.

Suggested Fragrances: 
Domain® Cologne Spray 
True Original® Cologne Spray 
More Products He’ll Love 
MKMen® Daily Facial Wash 
MKMen® Advanced Eye Cream
Is he . . .

1. Fearless and daring in all he does?
2. An athlete or avid sports fan?
3. Always looking for the next adventure?

If you answered “yes” to 2 out of 3 questions, . . .

His fragrance personality is adventurous and spirited!

He’s the kind of man who enjoys taking risks, and his daring attitude makes him a force to be reckoned with – whether he’s surfing, rock climbing or just playing a pickup basketball game. He has a sporty, rugged style that’s perfect for his active lifestyle, and he’s always ready for the next exhilarating adventure.

Suggested Fragrances
MK High Intensity™ Sport Cologne Spray
More Products He’ll Love
MKMen™ Advanced Facial Hydrator Sunscreen Broad Spectrum SPF 30*
Mary Kay® Sun Care Sunscreen Broad Spectrum SPF 50*

*Over-the-counter drug product